AD DELIVERY CHAIN

TACTIC

REAL-TIME
MARKETING

AUDIENCE

User C
User B
User A

TACTIC™
CDN

Ad
Tag

AD
PUBLISHER

TACTIC™
Tracker

User C
User B
User A

Tracking
Scripts

TACTIC™ ENVIRONMENT

SSP

DSP

DMP

AD
EXCHANGE

PROGRAMMATIC ECOSYSTEM

Content display decision made by Publisher.

Creatives are pushed to DSP, content display decision is made by Ad Exchange.

Ad served to publisher website.

Tracking points pushed from publisher.